



Oracle

1Z0-952 Exam

Oracle Data Management Platform Cloud 2017 Implementation Essentials

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Version: 7.0

Question: 1

Which of the following is a reason to review and update a taxonomy?

- A. Taxonomy permissioning has been activated.
- B. There are too many categories in the taxonomy and it is hard to find the right data.
- C. The Category Value Assessment has been requested and addressed.
- D. It has been a month since the last audit was conducted.

Answer: A

Question: 2

When working with a customer on their data scoping project, which three are high-impact topics to discuss?

- A. Granularity of taxonomy categories
- B. Offline file structure and content
- C. Exact number of users that will be classified into each category
- D. Total volume of categories that they anticipate in their taxonomy

Answer: ABD

Question: 3

How are look-alike models produced?

- A. They are built by identifying targets with the highest action rate on the Funnel Analysis report.
- B. They are built by data partners using complex algorithms of multiple data attributes.
- C. They are built within the platform using logic to connect audiences.
- D. They are built by ingesting online data from partner sites.
- E. They are built by creating audiences from categories with high index values.

Answer: D

Question: 4

How do you validate that you can use your developer keys to send authenticated message requests to the web services?

- A. Use the Audience Grant API.
- B. Use the Ping API.
- C. Use the ID Types REST API.
- D. Use the ID Types REST API.

Answer: A

Question: 5

Your client wants their first initiative to be a re-targeting campaign. What do you need to ensure is configured/initiated before the execution of this type of campaign?

- A. That vendors and share partners have been configured and that the Data Usage Agreement has been signed
- B. That access to 3rd party data has been granted and that 1st party converters have been suppressed
- C. That the BlueKai coretag is placed on the company site and that the channel partner's app has been installed
- D. That a JavaScript BlueKai tag is placed in the header of each page and that your client submits reporting for use of third-party data .
- E. That a custom audience pixel has been generated and that a look-alike model has been created

Answer: C

Question: 6

Your client wants the ability to onboard data into categories in their taxonomy. Which API will support their efforts?

- A. Ping API
- B. Pixel URL API
- C. Audiences API
- D. User Data API
- E. Taxonomy API

Answer: C

Question: 7

Your client wants to create a single campaign to deliver an audience to multiple app partners but they are running into issues. Identify the problem.

- A. The apps receive data via different win frequencies.
- B. The apps use different delivery methods.
- C. The apps support different IDs.

- D. You cannot create a single campaign to deliver to multiple app partners.
- E. The apps are ranked different priorities.

Answer: A

Question: 8

Your client is considering offsetting some seat governance control over to your agency. You determine that your client would like to create briefs but would prefer your agency to create campaigns and run execution platforms. Based on this, what level of seat governance control must you recommend?

- A. Client ownership of the DMP
- B. Agency ownership of the DMP
- C. Full agency control
- D. Full client control

Answer: B

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